

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for communicating real-time to subscribers of an Internet Service Provider (ISP), comprising the steps of:

- a. Examining a normal flow of original upstream web traffic data generated by the the subscriber at a subscriber site through the ISP to a destination URL requested by the subscriber;
- b. Identifying the subscriber by using identifying data available from the subscriber to provide a fixed subscriber identifier;
- c. Providing the fixed subscriber identifier to a consolidating and management device;
- d. Reconstructing at the consolidating and managing device the original upstream web traffic data from the subscriber for the purpose of transmitting to the subscriber site a vehicle for selectively generating additional web traffic data for displaying and communicating a message from the consolidating and management device to the subscriber site without interfering with the original upstream web traffic data; and
- e. Selectively transmitting a modified message to the subscriber to cause the inclusion of the original upstream flow of web traffic data for connecting the subscriber to the original destination URL and, in addition, the additional web traffic data generated at the consolidating and managing device.

2. (Previously Presented) The method of claim 1, wherein the message vehicle is an area within a window on the subscriber PC's browser.
3. (Original) The method of claim 1, wherein the message vehicle is a prompt provided on the subscriber PC.
4. (Previously Presented) The method of claim 1, wherein the fixed identifier is a unique identifier of the subscriber.
5. (Cancelled).
6. (Original) The method of claim 1, wherein the subscriber is identified to belong to a defined group of subscribers and wherein the message is selectively sent to a pre-selected subscriber group.
7. (Currently Amended) The method of claim 1, wherein the examining step further includes working through Web browsers irrespective of the World Wide Web destination sought by the subscriber ~~user~~ identifier.
8. (Previously Presented) The method of claim 7, further including the step of returning the subscriber to the original World Wide Web destination after the message has been transmitted.
9. (Previously Presented) The method of claim 1, wherein the examining step is further adapted for working with multiple types of content.

10. (Previously Presented) The method of claim 1, wherein the examining step is performed by a hardware device that can be simply connected at various points, in plurality, in a provider infrastructure.

11. (Previously Presented) The method of claim 10, further including a plurality of said hardware devices.

12. (Original). The method of claim 10, further including the step of providing optional fail-safe operation of each device such that failure does not disrupt other normal browsing and Internet activity of the subscriber but results only in an interruption of bulletin delivery.

13. (Currently Amended) The method of claim 1, wherein the examining step is provided by a software system installed on a computer system that is connected at various points, singly or in plurality, in a provider infrastructure.

14. (Previously Presented) The method of claim 13, further including a plurality of hardware devices, each including one of said software system.

15. (Original) The method of claim 13, further including the step of providing optional fail-safe operation of each device such that failure does not disrupt other normal browsing and Internet activity of the subscriber but results only in an interruption of bulletin delivery.

16. (Original) The method of claim 1, further including the step of defining a specific policy for controlling the selective transmission of messages to the subscriber.

17. (Original) The method of claim 16, further including the step of defining a policy Web or other page information.

18. (Original) The method of claim 16, further including the step of defining a policy that includes timing and frequency of delivery.

19. (Previously Presented) The method of claim 16, further including the step of defining a policy for activating the redirecting device to deliver a message in response to a selected subscriber activity.

20. (Original) The method of claim 19, wherein the activity comprises a defined destination.

21. (Currently Amended) The method of claim 19, wherein the activity comprises an ~~the~~ amount of activity by the subscriber.

22. (Currently Amended) The method of claim 19, wherein the activity comprises a request carrying a ~~the~~ signature of virus contamination.

23. (Original) The method of claim 1, further including the step of generating a plurality of independently designated policies to be delivered correctly to the subscriber even if some policy events invoke in simultaneity.

24. (Currently Amended) The method of claim 23, wherein the examining step includes an the ability to acquire the knowledge of the policies and the identifier when a Web or other request is detected with only an identifying IP address.

25. (Currently Amended) The method of claim 24, wherein the examining step is further adapted for minimizing the overhead of acquiring subscriber parameters through caching of the subscriber information for a determined portion of the time.

26. (Previously Presented) The method of claim 1, wherein the examining step is further adapted for use in connection with a consolidating system management device for permitting a group of system devices to be viewed by the provider as a single system.

27. (Currently Amended) The method of claim 1, wherein the identifying step uses an the enforced delivery of a Web page to be used in a the distribution and subscription of new subscribers without prior knowledge of the serial numbers associated with the new subscriber's interface equipment and without requiring the subscribers to utilize special software.

28. (Currently Amended) The method of claim 27, further comprising the step of using the enforced delivery of a Web page to reduce a the volume of telephone support requests by an the enforced pre-announcement of known, future system outages due to scheduled maintenance.

29. (Currently Amended) The method of claim 27, further comprising the step of using the identifier for detection of "signature" forms of Internet packets that indicate a ~~the~~ presence of undesirable content.
30. (Original) The method of claim 29, wherein the undesirable content is a virus.
31. (Original) The method of claim 29, further including the step of transmitting a message identifying the undesirable content to the provider.
32. (Original) The method of claim 29, further including the step of transmitting a message identifying the undesirable content to the subscriber.
33. (Original) The method of claim 31, further including the step of logging the undesirable content identifying message.
34. (Currently Amended) The method of claim 28, wherein there is further included a manually accessed provider information Web site and the transmitting step includes enforcing a ~~the~~ delivery of other subscriber-beneficial information that is currently displayed on the manually accessed provider information Web site.
35. (Original) The method of claim 16, further including the step of logging successful implementation of policies to each subscriber.

36. (Original) The method of claim 16, further including the step of logging interactive responses that have been requested within the policy.

37. (Currently Amended) The method of claim 16, further including the steps of detecting and logging a the number of simultaneously requested Web connections.

38. (Original) The method of claim 37, further including the step of flagging subscribers that are utilizing more than one simultaneous device per subscription.

39. (Currently Amended) The method of claim 16, further including the step of transmitting explanations to be issued, in an enforced manner, to subscribers, after a service interruption, in such a manner as to alleviate customer dissatisfaction by illuminating and explaining a the problem and ~~the~~ future efforts that are to be taken ~~in the future~~ to eliminate such problems.

40. (Cancelled).

41. (Cancelled).

42. (Cancelled).